

Seat No. : \_\_\_\_\_

**NG-112**  
**December-2015**  
**4<sup>th</sup> Year M.B.A., Integrated**  
**Managerial Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

**Instruction :** Be Neat and Legible

1. Answer any **four** of the following : **20**

- (1) Explain the importance of recognizing cultural variations and list six categories of cultural difference.
- (2) How does the formal communication differs from informal communication ?
- (3) “Never mix business with personal matters – it just leads to damaged relationships, poor business decisions or both”. Is it wise or unwise advice ? Explain.
- (4) You are keeping quiet about a possible environmental hazard you’ve just discovered in your company’s processing plant will be ethical or unethical ? Why ?
- (5) Discuss the opportunities and challenges of intercultural communication.

2. (i) Do as directed any **five** : **10**

- (1) Revise the sentences to be positive rather than negative.
  - (a) To avoid damage to your credit rating, please remit payment within 10 days.
  - (b) You failed to specify the colour of the shirt that you ordered.

- (2) Rewrite the sentences to eliminate bias
- (a) Samuel needs a wheelchair, but he doesn't let his handicap affect his job performance.
  - (b) A Captain of the ship must have the ability to stay calm under pressure, and then he must be trained to cope with any problem that arises.
- (3) Replace the clichés and buzzword with plain language
- (a) Being jack-of all-trades, Denial worked well in his new General Manager Job.
  - (b) Moving Lina into the accounting department, where she was literally a fish out of water, was like putting a square peg into a round hole, if you get my drift.
- (4) Rewrite these sentences to reflect audience's viewpoint
- (a) I know I am late with a the asset valuation report, but I haven't been feeling well and I just haven't had the energy needed to work through the numbers yet.
  - (b) I am applying for the position of book-keeper in your office. I feel my grades prove that I am bright and capable, and I think I can do a good job.
- (5) Suggest short simple words for the following list of words :
- (a) Anticipate
  - (b) Substantial
  - (c) Fabricate
  - (d) Alteration
- (6) Rewrite each sentences to make it active rather than passive
- (a) The worker's plight is represented by the union leader Santosh Shukla.
  - (b) Mac Deal Private Limited's computers are serviced by Johnson company.

- (ii) Explain any **two** : **10**
- (1) List five ways to develop unified, coherent paragraphs.
  - (2) Discuss information-gathering options for simple messages and identify three attributes of quality information.
  - (3) List eight tips for improving message quality through careful proof reading.

3. Answer any **four** : **20**

- (1) You conducted a survey among your classmates on their preferences regarding the kind of food they like to eat in restaurant. Write a report summarizing your findings.
- (2) In what ways are unsolicited proposals more challenging to write than solicited proposals ? Discuss.
- (3) Name five characteristics of effective report content and identify five characteristics of effective writing in online reports.
- (4) Identify the major components to be included in a request for proposal (RFP). Explain the difference between a synopsis and an executive summary.
- (5) What is the difference between a letter of authorization and a letter of acceptance ?  
What are the supplementary parts often included in a formal report ?

4. Attempt any **four** : **20**

- (1) Write the check list for developing oral and online presentations.
- (2) Highlight nine major issues to consider when you're preparing to give a presentation online.
- (3) Identify three types of noncontent slides you can use to support a presentation.
- (4) Describe the techniques you can use to feel more confident in front of an audience.
- (5) Identify six ways to get your audience's attention and six ways to hold.

5. Answer any **four** of the following questions :

**20**

- (1) In the context of format and layout of business letters or documents list down the factors affecting the appearance of such formal documents.
  - (2) Explain different types of letter formats.
  - (3) Explain APA style of citation to document report sources.
  - (4) Give the meaning of Folding to Fit, Memos and Header.
  - (5) What is International Mail ? Explain.
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